

Please add new claims 38-62 as follows:

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38. (new) A method, comprising:
receiving a component of a printing device, the component including a
5 memory component that maintains printing-related data;
retrieving the printing-related data from the memory component; and
utilizing the printing-related data for printing analysis.
39. (new) A method as recited in claim 38, wherein receiving the
10 component includes receiving a replaceable component of the printing device.
40. (new) A method as recited in claim 38, wherein receiving the
component includes receiving a recyclable component of the printing device.
41. (new) A method as recited in claim 38, wherein receiving the
15 component includes receiving the component via a replaceable component
recycle program.
42. (new) A method as recited in claim 38, wherein receiving the
20 component includes receiving a toner cartridge of the printing device.
43. (new) A method as recited in claim 38, further comprising
utilizing the printing-related data for marketing analysis.
44. (new) A method as recited in claim 38, further comprising
25 developing a product distribution scheme based on the printing-related data.

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45. (new) A method as recited in claim 38, wherein the printing-related data includes print media usage data collected when the printing device is operational.

5 46. (new) A method as recited in claim 38, wherein the printing-related data includes a total number of print media routed in the printing device and a total number of a particular type of print media having a determinable media identifier routed in the printing device.

10 47. (new) A method as recited in claim 38, wherein the printing-related data includes a percentage of a total number of a particular type of print media to a total number of print media routed in the printing device.

15 48. (new) A method as recited in claim 38, wherein the printing-related data includes a total number of a brand of print media routed in the printing device.

20 49. (new) A method as recited in claim 38, further comprising determining a percentage of a total number of a particular type of print media to a total number of print media routed in the printing device, the printing-related data including the total number of the particular type of print media and the total number of print media.

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50. (new) A method as recited in claim 38, further comprising:
determining a total number of print media routed in the printing device;
determining a total number of a particular type of print media having a
determinable media identifier routed in the printing device; and

5 determining a percentage of the total number of the particular type of
print media to the total number of print media routed in the printing device, the
printing-related data including the total number of the particular type of print
media and the total number of print media.

10 51. (new) A method, comprising:

receiving a replaceable printing component having print media usage
data maintained therewith, the print media usage data collected during one or
more printing operations; and

15 retrieving the print media usage data from the replaceable printing
component.

52. (new) A method as recited in claim 51, wherein retrieving the
print media usage data includes retrieving the print media usage data from a
memory component of the replaceable printing component.

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53. (new) A method as recited in claim 51, wherein the print media
usage data is further collected during the one or more printing operations of a
printing device with the replaceable printing component configured for
operation with the printing device, and wherein receiving the replaceable
25 printing component includes receiving the replaceable printing component in
an inoperable state and removed from the printing device.

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54. (new) A method as recited in claim 51, wherein receiving the replaceable printing component includes receiving the replaceable printing component via a replaceable printing component recycle program.

5 55. (new) A method as recited in claim 51, wherein receiving the replaceable printing component includes receiving a toner cartridge of a printing device.

56. (new) A method as recited in claim 51, further comprising
10 utilizing the print media usage data for marketing analysis.

57. (new) A method as recited in claim 51, further comprising developing a product distribution scheme based on the print media usage data.

15 58. (new) A method as recited in claim 51, wherein the print media usage data includes a total number of print media routed during the one or more printing operations and a total number of a particular type of print media having a determinable media identifier routed during the one or more printing operations.

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59. (new) A method as recited in claim 51, wherein the print media usage data includes a percentage of a total number of a particular type of print media to a total number of print media routed during the one or more printing operations.

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60. (new) A method as recited in claim 51, wherein the print media usage data includes a total number of a brand of print media routed during the one or more printing operations.

5 61. (new) A method as recited in claim 51, wherein a manufacturer of the replaceable printing component receives the replaceable printing component and retrieves the print media usage data.

10 62. (new) A method as recited in claim 51, further comprising providing the print media usage data to a manufacturer of the replaceable printing component.